

**KETAN PATEL**  
1951 Saddle Farm Lane  
NAPERVILLE, IL 60564

(630) 904-8087 (Home)  
(630) 926-1650 (Mobile)  
EMAIL: kbp131@gmail.com

---

**CAREER PROFILE:** Executive level Product Management and Marketing Manager with expertise in strategy, innovation, new product development, Agile/Lean methodologies, Web technologies and the Wireless industry. Combining an MBA with Computer Science and Electrical Engineering background to provide business savvy leadership with deep technical acumen.

**AREAS OF EFFECTIVENESS:**

- Product Management
- Business Processes
- Customer acquisition Strategy
- Solutions Architect
- Value Proposition Design
- Consumer Insights and Analytics
- Partner (Internal / External) Interfacing
- Innovation & New Product Development
- Competitive Analysis

**PATENTS:** United States Patent 5,890,870  
Electronic ride control system for off-road vehicles

**EXPERIENCE:**

10/14 – Present

**BMW Technology Group, NA** – Newly created business unit of BMW

**Sr. Manager, Customer Development & Product Marketing**

- Responsible for creating consumer value propositions for introducing new digital services based business models for BMW owners to provide seamless mobility.
- Lead creation of business case and value proposition design that drives the rest of the product development using Agile and Lean methodologies.
- Introduce techniques such as User Story Mapping and customer journey map for creating and innovating new end-to-end customer experiences.
- Create partnerships with existing digital service providers such as Amazon, Samsung, Microsoft, Chamberlain, Pandora, HERE, Facebook, Spotify, Glympse, etc. to create new services that are contextual and relevant for the BMW owners.
- Worked with BMW's legal counsel and partners to ensure use of brand logo, trademarks and messaging was according to mutually agreed upon NDAs.
- Lead market and consumer validation using guerrilla user testing techniques at local dealership as well as traditional quantitative and qualitative methodologies to help prioritize user experience.
- Work closely with user experience team to create end-to-end low to medium fidelity prototypes to use with customer development and concept validation.

01/16 – 05/16

**Kent Law School, IIT Chicago, IL**

**Adjunct Faculty, IPMM-504**

- Co-taught IPMM-504 to law students
- Responsible for teaching strategy topics with focus on Blue Ocean Strategy using Case pedagogy
- Facilitated online teaching to remote students using Blackboard and collaboration tools such as lecture videos and Google hangouts

04/14 – 09/14

**Microsoft, Chicago, IL** – Mobile Devices Group (ex-Mobile Phones unit of Nokia, Inc.)

**Sr. Product Manager**

- Led Microsoft Bing Services Integration through Xpress Browser to bring users and usage to Microsoft from 100M Mobile users in the emerging markets
- Responsible for crafting strategy and roadmap for Services integration that is aligned with the Xpress unit goals and KPIs as well as execution thru Product Owners
- Directed Start Page and Microsoft Services program with four Agile Scrum teams with two product owners and 20 software and QA engineers
- Initiated Mobile Ad monetization using Microsoft Ad Exchange to monetize services
- Worked with various Microsoft teams including IE applications, IE platform, Data Sense, Bing analytics and Bing services to influence Mobile First user experience specifically for the emerging market users.

04/10 – 04/14

**Nokia, Inc.**, Chicago, IL – Global leader in mobile handset manufacturer

**Sr. Product Manager/Chief Product Owner**

- As a Chief Product Owner, led and managed Nokia's Xpress browser service
- Owned product vision and strategy for Xpress Browser. Work with senior leadership of the Business Unit to establish process for strategy creation and alignment across six programs including Xpress Browser program
- Led innovation initiatives as part of Innovation committee – helped organize Hackathon to promote innovations
- Collaborated with YouTube on supporting HTML5 based mobile experience
- Worked closely with key content partners such as Google, YouTube, Twitter, Facebook, BBC, Times of India and others on great mobile experience through mobile sites
- Led Beta program for Internet service that grew from 100K to 1.2M users over 8 months period.
- Introduced consumer loyalty metric called Net Promoter Score (NPS) which allowed data-driven product and service enhancements
- Led the organization through transition to Agile methodologies for creating frequent releases with production quality.
- Mentor and guide peers during Agile transition by providing leadership through definition of ways of working for the entire product management team and across other functions – product marketing, chief architect, engineering and QA.

08/03 – 04/10

**Novarra, Inc.**, Itasca, IL – **Mobile Internet startup** exited through acquisition by Nokia, Inc.

**Sr. Director of Product Technology & Requirements**

- As part of business and technical leadership teams, made significant contribution to startup's growth, establishment of necessary processes, hiring and customer acquisition.
- Provided technical direction and requirements for advanced features such as multimedia adaptation (e.g. adapting desktop video features to 3GPP format), mobile widgets, integrated advertisement engine, etc.
- Worked closely with C-levels and senior engineering staff to define wireless data solution requirements and strategies.
- Worked closely with engineering teams responsible for client and server development by providing product and features definitions.
- Managed/Assisted initial customer integration efforts by working with internal and customer teams to successfully integrate Novarra solution in carrier's Lab and network.
- Performed competitive analysis including market research to maintain product lead.
- Acted as Information Architect to define User Experience and User Interface requirements appropriate to given release/feature(s).

9/91 – 7/03

**Senior / Principal level** control system, systems engineering roles at various large companies in Aerospace & Defense (**Kearfott Guidance & Navigation**), Construction & Agriculture equipment electronics (**Case Corp. now CNH**), and Telecommunications (**Lucent Technologies – now Alcatel-Lucent and Advanced Fibre Communications – now Tellabs**) industries

**EDUCATION:**

**Stuart School of Business - Illinois Institute of Technology**, Chicago, IL

**MBA: August 2012 GPA: 3.87/4.0**

**ILLINOIS INSTITUTE OF TECHNOLOGY**, Chicago, IL

M.S. Computer Information Science, May 1998 **GPA: 3.7/4.0**

**NEW JERSEY INSTITUTE OF TECHNOLOGY**, Newark, NJ 07102

M.S. Electrical Engineering with specialization in Control Systems, January 1994

B.S. Electrical Engineering, January 1992

**PERSONAL:**

U.S. Citizen